ABSTRACT OF THE DISCLOSURE

A label holder assembly for use with a prior art merchandise support hook which includes a hook back for attachment to a perforated board or the like and a forwardly and upwardly cantilevered merchandise support arm. The label holder assembly includes a label holder arm having a label holder at its distal end and a pair of depending legs at its proximal end adapted to be seated in a pair of spaced apertures in the hook back to support the label holder arm above, and generally at the same angle as, the merchandise support arm. The label holder may be a discrete element with a spring clip to secure the same to a cross bar at the distal end of the label holder arm.